

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANY, INC.

Ad No. 3031—Plan No. 1—Don't Bitch—Reg. No. 92890—1 Page—4 color bleed—47g x 319g in.—National Magazines, 1973 (A)

Printed in U.S.A.

JMB 11988-3-3-14-71

Come to where  
the flavor is.

16 mg "tar," 1.2 mg nicotine av. per cigarette, FTC Report 10-77

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

SILVER LIGHTS  
Marlboro  
100 CIGARETTES

The advertisement features a man in a cowboy hat and a dark jacket with a light-colored fur collar, standing next to a light-colored horse. The man is holding a cigarette in his mouth. In the bottom right corner, there is a pack of Marlboro Silver Lights cigarettes. The background is a soft, out-of-focus landscape.